

How I Improve Organic Search Traffic By 87.23% in 3 Months



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"This Post contains affiliate links; this means we earn commissions if you shop through the links on this page"

There are no BIG numbers here. But I learned plenty of SEO lessons in the process that I want to share with you today. If you want to improve organic search traffic in a considerable amount of time, then give me your attention.

I promise you won't be bored with some fancy SEO theories that lead to nowhere. These are practical SEO tactics I explore during the COVID-19 look-down. While we're on look-down, I took the time to work on some SEO tips. And the results are not too bad.

The reality of search engine optimization is this:

While we do want to see the result moving up very fast, it does take time before search engines optimization explode.

But the good thing is that when you monitor the changes that happen to your website search traffic, you can tell if your SEO campaign tactics are working or not.

In my case, after a month of testing, changing, tweaking, and implementing several SEO tactics, I'm able to see some small wins that tell my SEO efforts are paying off.

The good news is that I'm able to convert this traffic into sales. This is what really matters. Except you're running a blog for fun, traffic is nothing if you can't convert it to sales and leads.

I have all the steps guides detailed down this post.

So, let's begin...

Getting Started – Running Website Auditor

For the records, I used mainly (3) three SEO tools to achieve this. [Google search console](#), [Website Auditor](#), and the [SEMrush keyword magic tool](#).

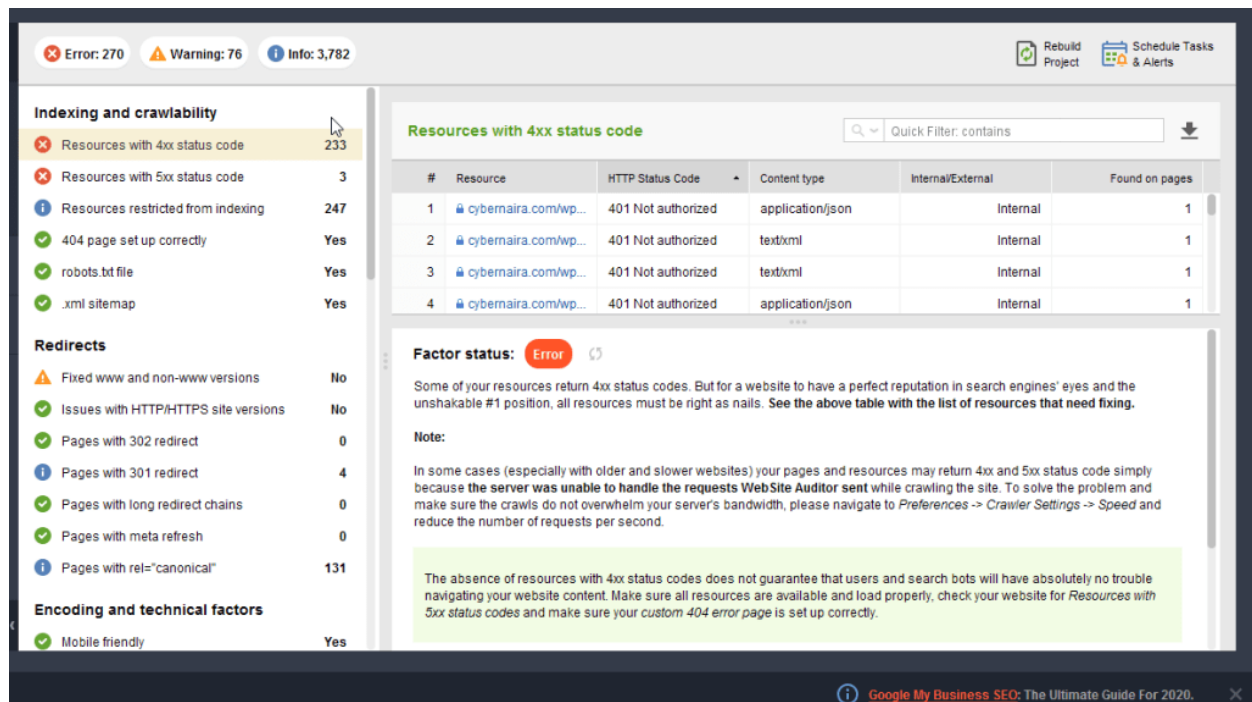
And a bit of link building activities.

In the month of April, I managed to build 5 backlinks through manual email outreach to 3 individual pages.

So, this is all to it.

The first thing I did in the month of **March** was to analyze the SEO status of the website.

This gives me an overview of the on-page SEO errors and what I need to do to fix it. The SEO tool I used to run the site audit is the [SEO Powersuite Website Auditor tool](#).



I opened Website Auditor and ran a SEO analysis of the website.

There were lots of on-page SEO issues that need quick attention. The blog 404 error page is not properly setup. I had set up a customized 404 error page some years ago that I had forgotten.

This customized 404 error page is not actually returning a [404 error status code](#). But with the help of the [Website Auditor](#), I was able to detect this and fix it.

There were several pages with long titles and empty meta description tags that need to be fixed. Broken images and empty alt tags. Some resources restricted from indexing.

Though these pages were intentionally de-index from search engines, still a good time to recheck.

Just in case.

I spend a couple of hours working on-page SEO optimization. After this, I run another check through the Website Auditor to see the changes in real-time.

This is one of the helpful features of the Website Auditor. You can review the changes you've made to your web pages in real-time.

There are two ways to re-check the changes you've made to your web pages. You can re-run a check on individual SEO task, or rebuild the entire SEO report from scratch.

If you want to rebuild the entire SEO task after applying changes to your website, click on the “**Rebuild Project**” label on the top-right of the page. To rebuild an individual SEO task, click on the synchronize icon.

The screenshot displays the Website Auditor interface. At the top, a status bar shows 'Error: 270', 'Warning: 76', and 'Info: 3,782'. On the right, there are buttons for 'Rebuild Project' (highlighted with a red arrow) and 'Schedule Tasks & Alerts'. The left sidebar lists various SEO categories: 'Indexing and crawlability' (with sub-items like 'Resources with 4xx status code' at 233, 'Resources with 5xx status code' at 3, and 'Resources restricted from indexing' at 247), 'Redirects' (with sub-items like 'Fixed www and non-www versions' at No, 'Issues with HTTP/HTTPS site versions' at No, 'Pages with 302 redirect' at 0, 'Pages with 301 redirect' at 4, 'Pages with long redirect chains' at 0, 'Pages with meta refresh' at 0, and 'Pages with rel="canonical"' at 131), and 'Encoding and technical factors' (with 'Mobile friendly' at Yes).

The main content area is titled 'Resources with 4xx status code' and includes a search bar and a download icon. Below this is a table with the following data:

#	Resource	HTTP Status Code	Content type	Internal/External	Found on pages
1	cybemaira.com/wp...	401 Not authorized	application/json	Internal	1
2	cybemaira.com/wp...	401 Not authorized	text/xml	Internal	1
3	cybemaira.com/wp...	401 Not authorized	text/xml	Internal	1
4	cybemaira.com/wp...	401 Not authorized	application/json	Internal	1

Below the table, the 'Factor status' is shown as 'Error' (highlighted with a red arrow). A note explains that some resources return 4xx status codes, which can be due to server issues or bandwidth. It advises checking the 'Resources with 4xx status code' table and ensuring the custom 404 error page is set up correctly. A green box at the bottom states: 'The absence of resources with 4xx status codes does not guarantee that users and search bots will have absolutely no trouble navigating your website content. Make sure all resources are available and load properly, check your website for Resources with 5xx status codes and make sure your custom 404 error page is set up correctly.'

At the bottom right, there is a footer: 'Google My Business SEO: The Ultimate Guide For 2020.'

Of course, I couldn't fix everything the Website Auditor reports as on-page SEO errors. This is because some of the on-page SEO errors were intentional and not really something to worry over.

Like do-follow external links.

You need to read the note, and the SEO factors on the Website Auditor interface to learn more about each SEO factor. This will give you an overview of how much importance is the SEO factors to Google search ranking.

After several hours of running SEO tasks, I was done with the on-page SEO factors.

The next thing I did was to dive deep into Google search console. I used the [SEMrush keyword magic tool](#) to analyze the search queries in the Google search console report.

This is because not every query search console report will be profitable for your business. Although, these are search queries your web pages are getting impressions from, but from experience, you won't profit from optimizing for all these queries.

How I Drive 87.23% More Organic Traffic in 3 Months

This is where it all begins to make sense to me after the on-page SEO task was done. By just fixing the on-page errors didn't have any significant positive search traffic impact to report.

But after I followed the steps below to run keyword research, I was able to gain more organic search traffic in less than 3 months. And even made a few affiliate sales in the process.

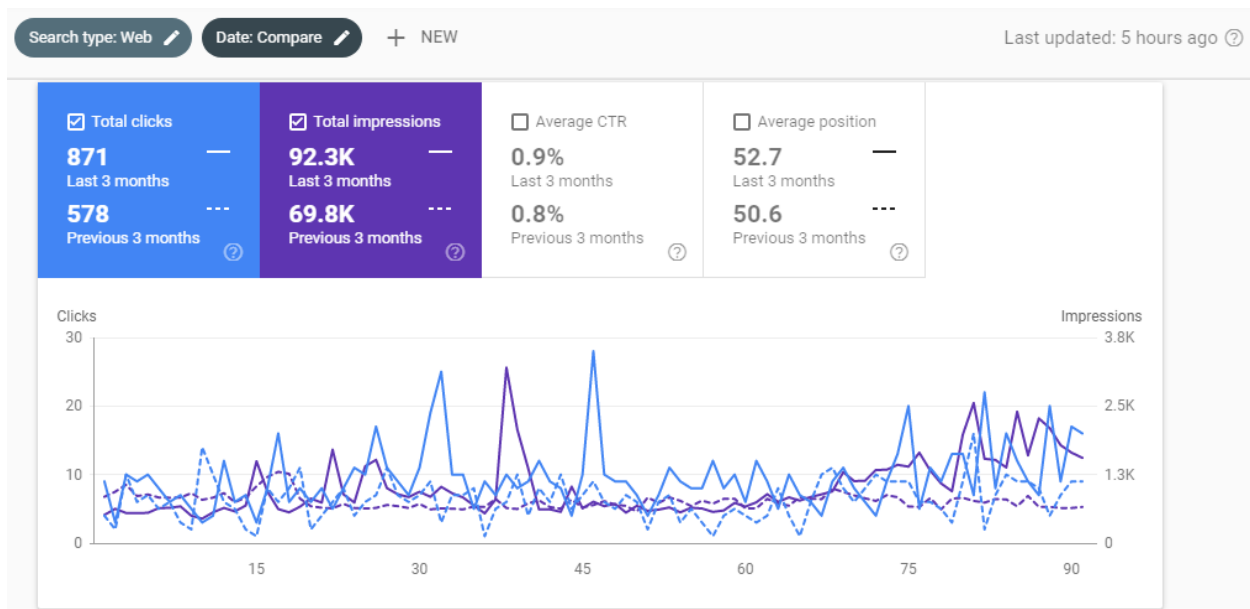
The good news is that you don't have to write and published hundreds of posts to improve organic search traffic. I was able to achieve this with 75 blog posts published then.

And only about 20% of these posts were responsible for 99% of the blog's organic traffic growth.

The Keyword Research Process That Work

First, after following the steps described in this post, I was able to gain a 22.5k organic search result impression at that time too. Moving from 69.8k SERP impressions in the previous 3 months to 92.3k search impressions 3 months later.

Technically, the more search impression your web pages receives the more clicks.



But impressions and clicks don't always match up. There is more to organic clicks than just getting the search impressions. A page may get thousands of SERP impressions but no clicks.

Lots of factors contribute to a higher click-through rate from search engines. From keyword ranking position, headline copy, meta description/snippet, relevancy, to user's search intent, etc.

There is more to it.

Here is the Google Analytics report that shows 87.23% organic search traffic increase in 3 months.

1. (Other)										
Apr 26, 2020 - Jul 24, 2020	1,577 (37.18%)	1,573 (37.76%)	1,615 (30.52%)	22.85%	1.83	00:00:08	99.94%	1,614 (30.52%)	\$0.00 (0.00%)	
Jan 27, 2020 - Apr 25, 2020	8 (0.48%)	3 (0.19%)	12 (0.52%)	66.67%	1.33	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change	19,612.50%	52,333.33%	13,358.33%	-65.73%	37.18%	-38.34%	∞%	∞%	0.00%	
2. Direct										
Apr 26, 2020 - Jul 24, 2020	1,218 (28.72%)	1,207 (28.97%)	1,468 (27.74%)	19.96%	3.05	00:02:25	99.93%	1,467 (27.74%)	\$0.00 (0.00%)	
Jan 27, 2020 - Apr 25, 2020	955 (57.43%)	944 (58.52%)	1,152 (50.28%)	54.17%	1.98	00:02:08	4.95%	57 (38.26%)	\$0.00 (0.00%)	
% Change	27.54%	27.86%	27.43%	-63.15%	53.89%	13.07%	1,919.68%	2,473.68%	0.00%	
3. Organic Search										
Apr 26, 2020 - Jul 24, 2020	777 (18.32%)	756 (18.15%)	969 (18.31%)	29.10%	1.98	00:01:18	100.00%	969 (18.32%)	\$0.00 (0.00%)	
Jan 27, 2020 - Apr 25, 2020	415 (24.95%)	401 (24.86%)	496 (21.65%)	75.00%	1.51	00:01:44	6.25%	31 (20.81%)	\$0.00 (0.00%)	
% Change	87.23%	88.53%	95.36%	-61.20%	31.14%	-25.14%	1,500.00%	3,025.81%	0.00%	
4. Referral										
Apr 26, 2020 - Jul 24, 2020	443 (10.45%)	415 (9.96%)	866 (16.36%)	28.98%	3.29	00:07:44	99.88%	865 (16.35%)	\$0.00 (0.00%)	
Jan 27, 2020 - Apr 25, 2020	187 (11.24%)	172 (10.66%)	458 (19.99%)	49.56%	2.83	00:09:38	6.33%	29 (19.46%)	\$0.00 (0.00%)	
% Change	136.90%	141.28%	89.08%	-41.52%	16.25%	-19.64%	1,477.49%	2,882.76%	0.00%	

If you look closely at the screenshot above, you will notice the growth didn't happen to the organic traffic alone. But every other traffic channel as well.

There is a **19,612.50%** increase in traffic from the "other" traffic channel as reported by Google Analytics. And a **27.54%** improvement in direct traffic to the website.

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	visit/pageviews (Goal 1 Conversion Rate) ?	visit/pageviews (Goal 1 Completions) ?	visit/pageviews (Goal 1 Value) ?
	155.39% 4,196 vs 1,643	158.28% 4,166 vs 1,613	130.99% 5,292 vs 2,291	56.64% 25.62% vs 59.10%	19.91% 2.45 vs 2.04	32.03% 00:02:28 vs 00:03:37	1,436.71% 99.94% vs 6.50%	3,449.66% 5,289 vs 149	0.00% \$0.00 vs \$0.00
1. (Other)									
Apr 26, 2020 - Jul 24, 2020	1,577 (37.18%)	1,573 (37.76%)	1,615 (30.52%)	22.85%	1.83	00:00:08	99.94%	1,614 (30.52%)	\$0.00 (0.00%)
Jan 27, 2020 - Apr 25, 2020	8 (0.48%)	3 (0.19%)	12 (0.52%)	66.67%	1.33	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	19,612.50%	52,333.33%	13,358.33%	-65.73%	37.18%	-38.34%	∞%	∞%	0.00%
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% Change	27.54%	27.86%	27.43%	-63.15%	53.89%	13.07%	1,919.68%	2,473.68%	0.00%

Both referral and social traffic channel experience significant website traffic increase too. Overall, the website has improved its traffic volume significantly since the last past 3 months.

4. Referral									
Apr 26, 2020 - Jul 24, 2020	443 (10.45%)	415 (9.96%)	866 (16.36%)	28.98%	3.29	00:07:44	99.88%	865 (16.35%)	\$0.00 (0.00%)
Jan 27, 2020 - Apr 25, 2020	187 (11.24%)	172 (10.66%)	458 (19.99%)	49.56%	2.83	00:09:38	6.33%	29 (19.46%)	\$0.00 (0.00%)
% Change	136.90%	141.28%	89.08%	-41.52%	16.25%	-19.64%	1,477.49%	2,882.76%	0.00%
5. Social									
Apr 26, 2020 - Jul 24, 2020	204 (4.81%)	198 (4.75%)	331 (6.25%)	42.90%	2.03	00:03:32	100.00%	331 (6.26%)	\$0.00 (0.00%)
Jan 27, 2020 - Apr 25, 2020	92 (5.53%)	89 (5.52%)	165 (7.20%)	72.12%	1.90	00:03:17	14.55%	24 (16.11%)	\$0.00 (0.00%)
% Change	121.74%	122.47%	100.61%	-40.52%	7.18%	7.51%	587.50%	1,279.17%	0.00%

If this trend continues, I can only see the website increasing its organic traffic months after months.

Now, let's get into detail on how to improve organic search traffic by doing effective keyword research. All the numbers above won't have been possible without targeting the right keywords.

How to Combined Search Console Keyword Data with SEMrush Keyword Tool

The good thing about this keyword strategy is that [Google search console](#) has made the task easier. Search console already shows you what search queries your pages are showing for.

This remove any guess game in your keyword research process.

Traditionally, many marketers will update existing content with search console keyword data as it is. I bet that's probably your approach to content optimization with search console keyword data.

While this approach can take you far, there is a better way to optimize and improve organic search traffic from the same keyword. And drive more sales while increasing SERP traffic in the process.

Instead of plugging the search phrases into your content directly, take it to the [SEMrush keyword magic tool](#). And run it through the keyword research tool for even more hidden search terms.

Here is what I did – The Experiment

These search phrases are from Google search console for some of my existing pages. From the image below, you can see the changes in clicks and impressions from the last 3 months to the previous 3 months.

Query	↓ Last 3 months Clicks	Previous 3 months Clicks	Last 3 months Impressions	Previous 3 months Impressions
whogohost review	54	34	628	616
wp rocket coupon	17	0	404	0
seo powersuite free license	12	4	103	59
seo powersuite free trial	10	0	39	0
how to start a blog in nigeria	9	9	1,423	1,233
seo powersuite sale	7	0	131	6
is whogohost reliable	7	0	31	0

I could possibly update the existing content for these exact keywords and drive more organic traffic.

But no, I didn't do that.

Instead, I head over to the SEMrush keyword tool and plug-in a search term to see how profitable, search volume, CPC, and the keyword difficulty for this keyword.

First, I entered “SEO Powersuite free license” from one of the search queries report in search console.

The screenshot shows the Keyword Magic Tool interface. At the top, the title is 'Keyword Magic Tool: seo powersuite free lice...'. Below the title, it says 'Database: United States' and 'Currency: USD'. There are tabs for 'All', 'Questions', 'Broad Match', 'Phrase Match', 'Exact Match', and 'Related'. Below these tabs, there are buttons for 'By number', 'By volume', and 'Advanced Filters'. The main table shows search results for the keyword 'seo powersuite free license'. The table has columns for Keyword, Volume, Trend, KD %, CPC \$, Com., SF, and Results. The keyword 'seo powersuite free license' has a volume of 10, a KD % of n/a, a CPC \$ of 0.00, and a Com. of 0.00. There are also buttons for 'To Keyword Manager' and 'Export'.

Keyword	Volume	Trend	KD %	CPC \$	Com.	SF	Results
seo powersuite free license	10		n/a	0.00	0.00	n/a	n/a

From a monetary view, this is not a profitable keyword in terms of sales conversion. Although you will drive traffic from this keyword, it may not result in paying customers.

The keyword intent is clear. The user is probably looking for a [free SEO software](#).

If you're optimizing to increase sales, and not just increasing traffic volume, the [SEMrush keyword magic tool](#) is a perfect keyword tool you should try.

After analyzing the targeting page related to the SEO Powersuite keyword above. I gather more relevant keywords from the Google search console to run through the SEMrush keyword magic tool.

I analyzed the keywords to see how profitable, popularity, cost-per-click (CPC). The keyword difficulty, and even run these keywords through Google trends to see their trend curve.

Done with the keyword research and analysis, I updated the existing page with relevant search phrases that will help build my business. And used the link inspection tool in Google search console to re-index the page.

Search engine traffic to the page increases and with more search traffic comes more sales potentials. This is because the page is an affiliate product review content.

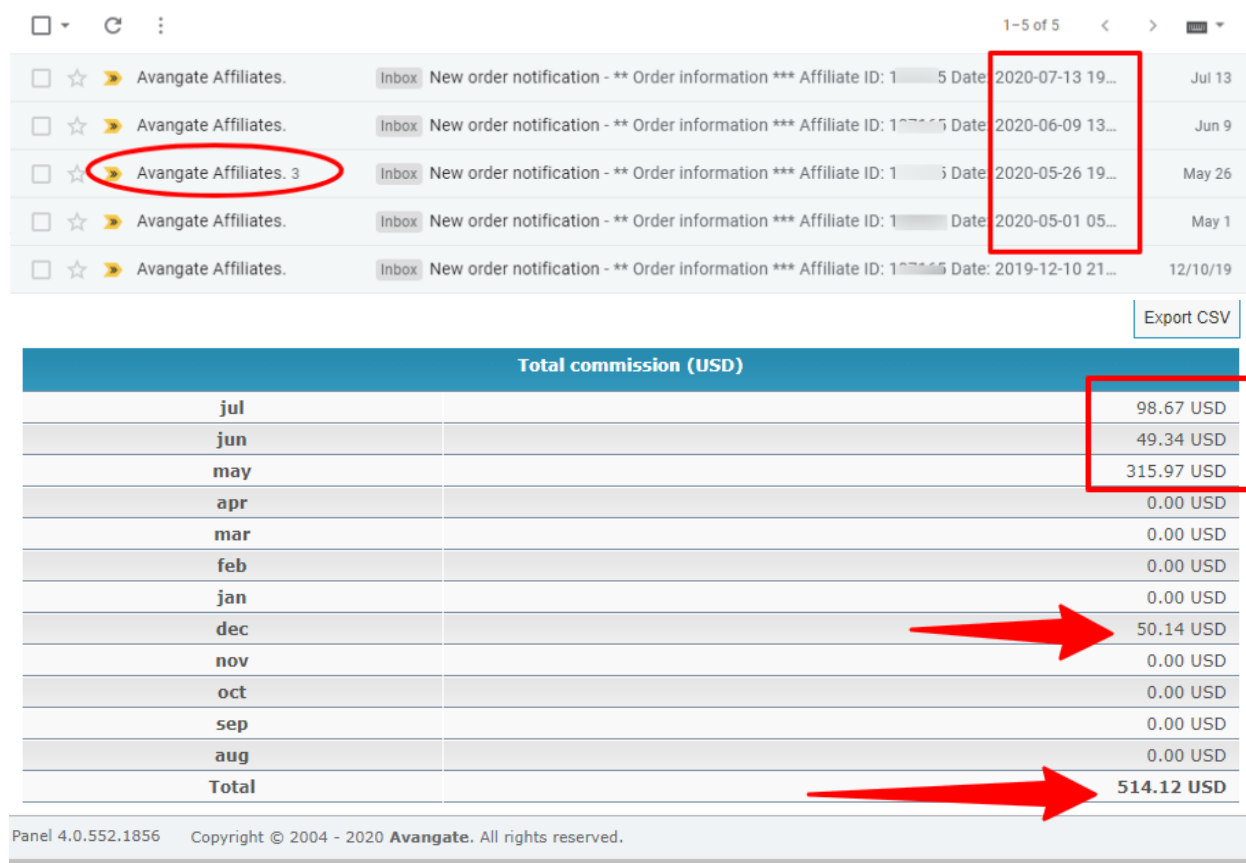
The Result – More Sales Traffic

In the month of May, the page brought in 3 affiliate sales. And up to the month of July, it had a total of 6 affiliate sales for the SEO Powersuite software.

The images below show the Avangate SEO Powersuite affiliate income dashboard. And the notification new orders emails.

In the month of Dec 2019, I had only 1 affiliate sale for the product. But after completing the steps described above, the page has managed a total of 6 affiliate sales for the SEO product in less than 3 months.

This is no BIG number, but an indication that something is working and worth given more attention and resources.

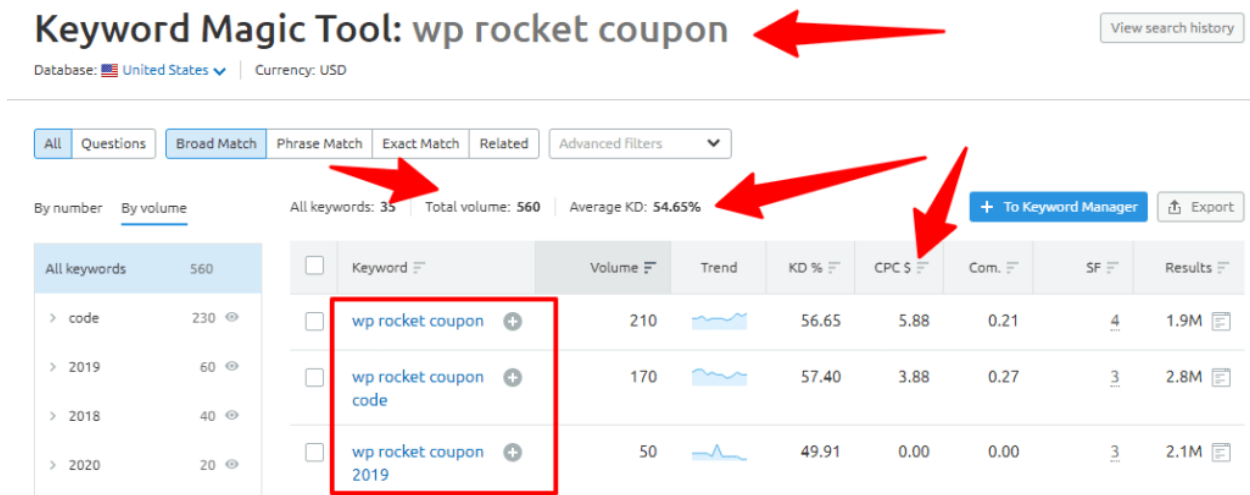


The screenshot displays the Avangate affiliate dashboard. At the top, there's a navigation bar with icons and a '1-5 of 5' indicator. Below it, a list of email notifications is shown, each with a checkbox, a star, and a yellow arrow icon. The third notification, 'Avangate Affiliates. 3', is circled in red. To the right of the notifications, a red box highlights a date range from 2020-07-13 to 2020-05-01. Below the notifications, there's a table titled 'Total commission (USD)' with columns for months and commission amounts. The table shows commissions for July, June, May, April, March, February, January, December, November, October, September, August, and a Total. The Total commission is 514.12 USD, which is highlighted with a red arrow. The footer of the dashboard includes the text 'Panel 4.0.552.1856 Copyright © 2004 - 2020 Avangate. All rights reserved.'

Total commission (USD)	
jul	98.67 USD
jun	49.34 USD
may	315.97 USD
apr	0.00 USD
mar	0.00 USD
feb	0.00 USD
jan	0.00 USD
dec	50.14 USD
nov	0.00 USD
oct	0.00 USD
sep	0.00 USD
aug	0.00 USD
Total	514.12 USD

I took the same approach on another affiliate product and run its keywords through the SEMrush keyword magic tool.

Next, I plug-in the search query found in Google search console, “**wp rocket coupon**” into the SEMrush keyword magic tool.



As you can see from the image above, this search phrase worth giving a try. Though the search terms don't get thousands of monthly searches but still a better choice as I will reveal shortly.

After analyzing all the relevant keywords found in the Google search console for this page through the SEMrush keyword tool, I was able to go after the most promising keywords.

I updated the existing pages, add more paragraphs, edit sentences, and add more relevant search terms. Like always, I got the page re-index by search engines.

The page received more search impressions and clicks from organic traffic. This resulted in two affiliate sales in the month of June.

ShareASale Part of Awin				REPORTS	MERCHANTS	LINKS	TOOLS	ACCOUNT	PAYMENTS
Recent Transactions				View All					
\$44.10 (sale)	\$8.82 (commission)	07/09/2020 7:34 PM		WP Rocket					
\$30.63 (sale)	\$6.13 (commission)	07/02/2020 5:32 AM		WP Rocket					

The numbers aren't of any concern here, but the fact that something actually works and proves positive.

Conclusions...

There are endless possibilities when it comes to keyword research.

But one thing is certain, using the right keyword tool for the task will help you uncover hidden keyword data you never thought of.

And if you're optimizing to increase sales, drive more relevant website traffic, you're better ahead with the right keyword research analysis tool.

[Try SEMrush](#) for 7 day free today.